

Panasonic

Press Release

Japan embraces Panasonic's NMStage

Panasonic's NMStage product has been embraced by the country behind its technology.

Japan, homeland of Panasonic's parent company Matsushita Electric Industrial Co Ltd, has welcomed the Digital Signage solution at numerous applications across its vast landscape.

Panasonic "World of Ideas"

Millions of visitors passing through the major airports of the world (including Beijing, Frankfurt and Changi), can witness Panasonic's NMStage in action. Panasonic sponsors exhibition spaces, "Panasonic World of Ideas", in each of the airports, utilising the system to promote the ideas behind the brand.

The exhibits consist of multiple displays of HD, interactive and branding content – highlighting the flexibility available within an NMStage installation.

Schedules and content are controlled and distributed from the Panasonic Centre, Tokyo, where the system is managed by the NMStage software. Content is delivered without hindrance or delay, courtesy of technology that makes it possible to schedule and distribute multimedia content worldwide, over wide area networks.

Roppongi Hills

Within the city of Tokyo exists the Roppongi Hills complex; a living microcosm of its cosmopolitan homeland.

Opened on April 25th, 2003, Roppongi Hills covers approximately 11.6 hectares of the Japanese landscape. Included in the massive complex is the 54-story Mori Tower, the studios and offices of a major TV network, a cinema multiplex, a museum, residences, and over 200 businesses.

The complex is alive and buzzing 24-7; with events and activities always happening, the need to communicate directly with visitors, residents and businesses is forever growing.

Communication with those who live, work, play, and shop in the huge complex is achieved through Panasonic's NMStage. Delivered by more than 200 plasma TV and Astrovision displays, the software can create, schedule and deliver messages as and when they're

West Japan Railway Company

At the end of March, 2004, NMStage began operation at the Green Window ticket offices located near the exits of 14 major Japanese Railway stations in the Osaka-Kobe-Kyoto region.

The displays are utilised to show Japanese Railway commercials and announcements. They are also used to instantaneously display delay and transfer information when services are interrupted. Having contributed hugely towards an improvement in customer service, the system has reduced the burden on West Japan Railway employees dramatically.

Hiroshima Sogo Department Store

In March 2004, 20 plasma displays were installed across all 10 floors of the Sogo Department Store in Hiroshima.

A huge department store – providing everything from an indoor playground to a beer garden – the venue was seeking a way to provide floor and facility guides, event announcements, and other information of value to store customers. Panasonic's NMStage once again presented itself as the ideal solution, not only providing the software capabilities required, but also reinforcing the elegance of the store through the selection of top-range plasma displays.

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